RJReynolds
Tobacco Company

RJReynolds	# of pages > 6
To R.J. O'ROURKE	From DAWN HOLLAND
Co. RJR	
Dept.	Phone #
Fax #	Fax #

J.H. CASEY
Division Sales Manager

400 Raritan Center Parkway
Raritan Center
Edison, NJ 08837
201-225-3050
Fax 201-417-9076

January 9, 1991

D.M ______ 1/19/91
T&D ______ 1/14/91
S.R.M. ______ / /
S.A.M. ______ / /

TO: R.J. O'ROURKE

RE: SHELBY'S

Dear Rory:

Dan Filson, the Owner of Shelby's, has approved the Express Checklane and the Universal Package fixture for the following stores in your division:

SHELBY'S #4 77-89 Spring Street Newton, NJ	(1) 2X4 UPM (1) 1X2.5 Express Checklane
SHELBY'S #8 Route 206 Stanhope, NJ	(1) 2X4 UPM (1) 2X4 Express Checklane

Each unit will be delivered approximately the week of 1/14/91. The units will be shipped fully assembled. Please have your people contact these accounts to label and load the units with product and premium items. Please supply peg board backing for one side of the 2X4 unit as an option to place where currently we have shelving. Plan-o-grams and diagrams are attached.

Also, please place the attached contracts into the S.I.S. System.

Thank you in advance for your assistance with Shelby's.

Sincerely,

Dawn Holland

D.J. Holland

DJH/lt

Attachments

M-2

P.S. Please have your C/S/R's contact these accounts bi-monthly to ensure that the units are always filled with premium items.

"We work for smokers."

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Source: https://www.industrydocuments.ucsf.edu/docs/skhy0000

GHC740UN ACCOUNT CONTRACT 01/04/91 13:16:25

ACCOUNT: 771807 SHELBY'S

TERRITORY: 122827 ROUTE: 040

CHAIN OR CORP Y (Y-N) TAX-ID TYPE (S=SS F=FED) TAX-ID

ACT CODE	TYPE	PLAN	ROWS/ UNITS	RATE	AMOUNT	EFF DATE	END DATE	CALL DATE	NC CODE
_	SHELF SS1__	CXXXX	_54	___2.60	140.40	01/87	______	10/22/90	
_	PREF PR CTN	3C____	__1	__50.00	50.00	01/90	______	10/22/90	
_	SCDP1_______	2Y____	__1	__20.00	20.00	01/89	______	10/22/90	
_	COUNTER PCD	4K____	__1	__44.00	44.00	05/90	______	10/22/90	
_	* ECD_________	1A____	__1	__70.00	70.00	01/91	______		
_	* PK MER BO__	BONUS	__1	_500.00	500.00	01/91	01/91		
_	* UPM	3R	1	$50.00		1/91	______		
_	______	______	___	______		______	______		
_	______	______	___	______		______	______		
_	______	______	___	______		______	______		

ACT CODES: (A)DD A NEW CONTRACT (C)HANGE AN EXISTING CONTRACT
(D)ELETE CONTRACT FROM QUARTER (E)NDING DATE FOR EXISTING CONTRACT
(X) VIEW NON-COMPLIANCE INFO. NEXT ACCOUNT ______

PF1 = RETURN TO MASTER LIST MENU PF3 = REVIEW NON-COMPLIANCE CALL CODES

SB 0-001

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Source: https://www.industrydocuments.ucsf.edu/docs/skhy0000

UNIT #1

MASTER FORM
R.J. Reynolds Tobacco Co.
RJRT Form 4977 – Rev 2/90
Dia # 407

Package Merchandiser Plan-O-Gram

for NEWTON   Authorized Dawn Holland
Merchandiser: 2 X 4 UPM   Date

3' | 2' | 3'

Left section (3'): DUMP BIN / COMPETITIVE BRANDS / Shelves

Center section (2'): DUMP BIN

WINSTON K	WINSTON K	WINSTON BOX	WINSTON 100	WINSTON LTS	WINSTON LTS BOX	WINSTON LT/100	WINSTON LT BX 100	WINSTON UL LT K
Salem Slim 100	SAlem LT CC 100	SAlem LT/100	SAlem LT K	SAlem LT K	SAlem 100	SAlem BOX	SAlem King	WINSTON UL LT/100
Salem UL LT K	SAlem UL LT 100	Sterling Filter	Sterling Fil 100	Sterling menthol	Sterling LT men	Camel Reg	Camel Fil	Camel Fil BX
VANTAGE UL LT/100	VANTAGE UL LT K	VANTAGE 100	VANTAGE	Camel UL LT 100	Camel UL LT BX	Camel UL LT K	Camel LT BOX	Camel LT K
NOW King	NOW 100	NOW Men	NOW Men 100	more 120	more men 100	more LT	more men LT	Magna Fil K
Doral UL LT/100	Doral UL LT K	Doral men LT/100	Doral men LT K	Doral LT 100	Doral LTK	Magna LT BX	Magna LTK	Magna Fil BX

Right section (3'): DUMP BIN / COMPETITIVE BRANDS / Shelves

Dimensions: ______ Width x ______ Heigth x ______ Depth ______

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MASTER FORM
R.J. Reynolds Tobacco Co.
RJRT Form 4977 – Rev 2/90

Dia# 304
UNIT #2

Package Merchandiser Plan–O–Gram

for NEWTON Authorized DAWN HOLLAND

Merchandiser: 1X Express Checklane Date

2.5'

DUMP BIN

WINSTON K	WINSTON K	WINSTON BOX	WINSTON 100	WINSTON LTS	WINSTON LTS	WINSTON LT BOX	WINSTON LT 100	WINSTON LT BX 100	WINSTON UL LT K	WINSTON UL LT/100
Salem UL LT 100	SALEM UL LT K	SALEM Slim/100	SALEM CC/100	Salem LT 100	Salem LT 100	Salem LT K	Salem LT K	SALEM 100	SALEM BOX	SALEM K
CAMEL Reg	Camel Reg	CAMEL F/L	CAMEL F/L BX	CAMEL LT K	Camel LT BX	Camel UL LT K	Camel UL LT 100	Sterling F/L	Sterling F/L LT	Sterling men
More 120	NOW M/100	NOW MK	NOW 100	NOW 100	NOW K	VANTAGE UL LT/100	Vantage UL LT/K	Vantage 100	Vantage K	Sterling men LT
More M/120	More LT 100	More LT M/100	Magna F/L	Magna F/L BX	Magna LT K	Magna LT BX	Doral LT K	Doral LT K	Doral LT 100	Doral LT/100
EXTRA LOOSE	PACKS	→	Doral UL LT/100	Doral ULT K	Doral FF M/100	Doral FF MK	Doral F/F-100	Doral F-F-K	Doral LT M/100	Doral GMK

Dimensions: Width x Heigth x Depth

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MASTER FORM
R.J. Reynolds Tobacco Co.
RJRT Form 4977 – Rev 2/90

UNIT #1
Dia # 417

Package Merchandiser Plan-O-Gram

for STANhope Authorized DAWN Holland

Merchandiser: 2X4 Expresschedule Date ____

3' | 2' | 3'

Left section: Shelves / OR / PegBOARD / FOR / OWNER (with an up-and-down arrow)

Middle section (2'): DUMP BIN

WINSTON	WINSTON	WINSTON BOX	WINSTON 100	WINSTON LTS	WINSTON LTS BOX	WINSTON LT 100	WINSTON LT BX 100	WINSTON VL LT K
SALEM SLIM 100	SALEM LTCC 100	SALEM LT 100	SALEM LT K	SALEM LT K	SALEM 100	SALEM BOX	SALEM KING	WINSTON UL LT100
SALEM UL LT	SALEM UL 100	STERLING FIL 100	STERLING LT 100	STERLING MEN	STERLING LT MEN	CAMEL REG	CAMEL FIL	CAMEL FIL BX
VANTAGE UL LT 100	VANTAGE UL LT	VANTAGE 100	VANTAGE K	CAMEL UL 100	CAMEL UL LT BX	CAMEL UL LT	CAMEL LT BX	CAMEL LT K
NOW KING	NOW 100	NOW MEN K	NOW MEN 100	MORE 120	MORE MEN	MORE LT	MORE LT MEN	MAGNA FIL
DORAL ULT 100	DORAL UL LT	DORAL LT MEN 100	DORAL LT MEN	DORAL LT 100	DORAL LT	MAGNA LT BX	MAGNA LT K	MAGNA FIL BX

Right section (3'): DUMP BIN / Shelves / FOR / CANDY

Dimensions: ____ Width x ____ Heigth x ____ Depth ____

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UNIT #2

MASTER FORM
R.J. Reynolds Tobacco Co. 407
RJRT Form 4977 – Rev 2/90

Package Merchandiser Plan–O–Gram

for STANhope

Merchandiser: 2X4 UPM

Authorized Dawn Holland

Date

3'	2'	3'
DUMP BIN	DUMP BIN	DUMP BIN
COMPETITIVE BRANDS	SAME Plano-gram as UNIT #1	COMPETITIVE BRANDS
Shelves		Shelves

Dimensions: ______ Width x ______ Heigth x ______ Depth ______

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Source: https://www.industrydocuments.ucsf.edu/docs/skhy0000

MESSAGE CONFIRMATION

DATE:01/09/91 TIME:10:13

ID:R.J. REYNOLDS E

DATE	TIME	TX-TIME	DISTANT STATION ID	MODE	PAGES	RESULT
01/09	10:10	02'19"	201 575 5074	G3-S	006	OK

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